

ORDER



KLAS

Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

Agency Commission: 15%

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Orders	Order / Rev:	37561
	Alt Order #:	08877060
	Product Desc:	OBAMA/P/D
	Estimate:	1904
	Flight Dates:	10/16/12 - 11/06/12
	Original Date / Rev:	10/10/12 / 10/10/12
	Order Type:	GENERAL

Agency	Name:	GMMB
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave NW
		Washington, DC 20007

Advertiser	Name:	Obama, Barack D-President
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV4
	Revenue Codes:	AGY, POL, CAND

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	37	\$12,160.00	\$10,336.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$12,160.00	\$10,336.00	0.00
Totals	37	\$12,160.00	\$10,336.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$12,160.00
Market	100%	\$40,533.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$10,133.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,026.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/22/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a MTWTF--	:30	4	\$185.00	LV3	0.00	NM	4	\$740.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		4			\$185.00		0.00			
E 2	8	10/20/12	10/20/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00

Advertiser:	Obama, Barack D-President	
Product Desc:	OBAMA/P/D	KLAS
Estimate:	1904	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$335.00		0.00			
E 3	8	10/16/12	10/22/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	5	\$300.00	LV2	0.00	NM	5	\$1,500.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$300.00		0.00			
E 4	8	10/16/12	10/22/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	5	\$275.00	LV3	0.00	NM	5	\$1,375.00
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$275.00		0.00			
E 6	8	10/22/12	10/22/12	The Talk 2-3P The Talk	CM	2-3p	M-----	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----					1	\$1,315.00		0.00			
E 7	8	10/16/12	10/22/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	5	\$375.00	LV3	0.00	NM	5	\$1,875.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$375.00		0.00			
E 8	8	10/20/12	10/20/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various (5:30 PM-6:00 PM)	-----S-	:30	1	\$200.00	LV4	0.00	NM	1	\$200.00
THE INSIDER WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$200.00		0.00			
E 9	8	10/21/12	10/21/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p	-----S	:30	1	\$165.00	LV2	0.00	NM	1	\$165.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$165.00		0.00			
E 10	8	10/16/12	10/22/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$350.00	LV3	0.00	NM	2	\$700.00
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$350.00		0.00			
E 11	8	10/20/12	10/20/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$220.00	LV2	0.00	NM	1	\$220.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$220.00		0.00			
E 12	8	10/20/12	10/20/12	Sat 10-11p 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
E 13	8	10/16/12	10/22/12	137-237a M-F Elec Plyg Electric Playground	CM	137-207a (1:37 XM-2:37 XM)	MTWTF--	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
PLAYGROUND/ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$20.00		0.00			
E 14	8	10/20/12	10/20/12	Sat 1235-135a DaVinci Da Vinci Inquest	CM	12.35a-1.35a (12:35 XM-1:35 XM)	-----S-	:30	1	\$40.00	LV3	0.00	NM	1	\$40.00
DAVINICI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$40.00		0.00			
E 15	8	10/21/12	10/21/12	Sun 105-205a Bros/Sista Crimetime Saturday	CM	105-205a (1:05 XM-2:05 XM)	-----S	:30	1	\$140.00	LV1	0.00	NM	1	\$140.00
CRIME/TE															

Order / Rev: 37561
 Alt Order #: 08877060
 Flight Dates: 10/16/12 - 11/06/12

Advertiser: Obama, Barack D-President
 Product Desc: OBAMA/P/D
 Estimate: 1904
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	10/21/12	10/21/12	Sun 105-205a Bros/Sister Crimetime Saturday	CM	105-205a (1:05 XM-2:05 XM)	-----S	:30	1	\$140.00	LV1	0.00 NM	1	\$140.00
CRIMEIMTE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$140.00			0.00			
N 16	8	10/16/12	10/22/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	5	\$500.00	LV2	0.00 NM		5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5		\$500.00			0.00			
N 17	8	10/21/12	10/21/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$115.00	LV4	0.00 NM		1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$115.00			0.00			
												Totals	37	\$12,160.00